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5 An information provision method comprises, a step of storing contents containing a moving image and being associated with an article constituted by characters or a still picture on a paper publication, which has contents locating information indicating a location of said contents and being printed within or in the vicinity of the article, in a server on a communication network, a step of reading the contents locating information on the paper publication by a portable information terminal apparatus; and a step of displaying the contents corresponding to said contents locating information on a display of said portable information terminal apparatus accessing the server and acquiring the contents based on the contents locating information.